Permit #F00029426

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00029426 **Type of Permit:** FILMING **Release Date:** 07/19/2010

Production Company	INTELLIGENT BEAUTY INC
Insured Company Name	INTELLIGENT BEAUTY INC
Contact Phone No. 1	310-683-0940
Contact Phone No. 2	310-683-0940
Fax	
Address	2301 ROSECRANS AVE, SUITE 4100 EL SEGUNDO, California 90245
Production Title	SENSA
Type of Production	Infomercial

Producer	Carter Baldwin
Director	Carter Baldwin
1st AD	Jason Stuckey
Production Manager	Jason Stuckey
FilmL.A. Coordinator	Erica Wade
Location Manager	Brian Gork
Primary Phone	Mobile - 714 747-9265
Secondary Phone	
Location Assistant	Brian Gork
Primary Phone	Mobile - 714 747-9265
Secondary Phone	

Fees

Posting 300	$26.00
Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $891.00

Number of Locations 1

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Summary Information — Location

Permit Number F00029426
Production Company INTELLIGENT BEAUTY INC
Insured Company INTELLIGENT BEAUTY INC
Production Title SENSA

Location Manager Brian Gork
Primary Phone Mobile - 714 747-9265
Secondary Phone

Location Address 268 Ashdale Pl, Los Angeles, CA, 90049

Location Type Private Residence

Prep Dates 7/21/2010 - 7/21/2010 09:00 - 21:00

Film Dates 7/22/2010 - 7/23/2010 07:00 - 19:00

Strike Dates 7/23/2010 - 7/23/2010 07:00 - 19:00

Open or Closed to the Public Closed

Generic Conditions Equipment vehicles may park on one side of street
Must comply with attached conditions
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document Bel Air - Revised May 2010.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	5
Cube Trucks	3
Honey Wagons	1
Portable restrooms	1

Personnel on Location

Type	Quantity
Cast	2
Crew	25
Spot Check	1

Filming Activities Camera on sticks; Equipment on property; Exterior Dialogue; Handheld equipment; Interior Dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 04 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 591 **Grid:** J7

Location Notes Street is narrow. At least (1) LAPD officer required if parking on the street.

Approvals LOS ANGELES POLICE DEPARTMENT Raymond Garvin

Coordinator Note NO GENERATOR

Coordinator Note COMPANY MUST MAINTAIN ACCESS FOR EMERGENCY VEHICLES AT ALL TIMES

Coordinator Note NO BLOCKING DRIVEWAYS AT ANYTIME

Parking
Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot

Posting "No Parking" signs B/S Ashdale Pl 200' in front of & across the street from 268 Ashdale Pl

Approximate Footage 0 - 300 **Log Number** 11-00300

Date(s) 7/21/2010 to 7/23/2010 **Time(s)** 07:00 to 22:00

NOT A PERMIT

SPECIAL FILMING CONDITIONS
THE BEL AIR AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

The area included in these Special Filming Conditions is bounded on the south by Sunset Boulevard., on the east by Beverly Glen Boulevard. and on the west by Sepulveda Boulevard. The northern boundary is the north end of the north/south streets excluding Roscomare Road and Stradella Road. Addresses on these two streets under 2000 are within the Bel Air Area.

- **Affected residents must be notified at least two (2) days in advance of the first day of filming or the first day of substantial set preparation.** The affected area shall be any residence within 500 feet of any production activity (including equipment parking, catering, and cast/crew parking). Due to the topography of the area, those distances may include residences on other streets to the rear or side of the film site. *Permit requests must be submitted to FilmL.A. at least three (3) days in advance.*

- **The Bel Air Association must be notified of all filming within the time frame indicated in #1 above.** The current contact at the association is Paulette Dubey. She can be reached at 310.474.3527 (office), 310.475.6994 (fax) or email Paulette@Belaironline.org.

- **Cast and crew may not park on area streets.** Off-street parking must be provided for personal vehicles.

- **Posting/Parking:** Many streets in the Bel-Air area are narrow and winding and may not accommodate the parking of large vehicles, even when legal parking exists. FilmL.A. and the Bel-Air Association may request a parking plan if there is any question as to the streets ability to safely accommodate production equipment. At least one LAPD officer is required whenever production vehicles, including catering trucks, area parked on the street. The Bel-Air Association rents out the parking lot at 100 Bel-Air Road for any overflow of vehicles on site which includes 12 spaces in total. The cost per day is $500.00.

- **Meals provided by production companies must be consumed in an area out of public view.**

- **Noise created by the generators on certain vehicles such as honey wagons and motor homes must be kept to a minimum.** Failure to adequately control such generator noise will require that the offending generator be stopped or filming terminated. It is suggested that equipment with especially noisy generators be powered instead by the main generator.

FilmL.A. Inc. PERMIT